

CANADIAN MOVING PICTURE DIGEST

Vol. 22, No. 17

TORONTO 2, CANADA

August 23rd, 1930

ANOTHER PRIZE *for* LEO!



THE SCORE:
M-G-M
5

NEAREST
COMPETITORS:
3, 2, 2, 2, 2, 1, 1.

VARIETY

BOX-OFFICE SCORE

"In the group of 18 'smashes' as accepted by box-office reports over the year, Metro leads with 5 pictures. Smashes are considered on a basis of extraordinary business done over the entire country. Such pictures as commonly merit holdovers and play to standees."

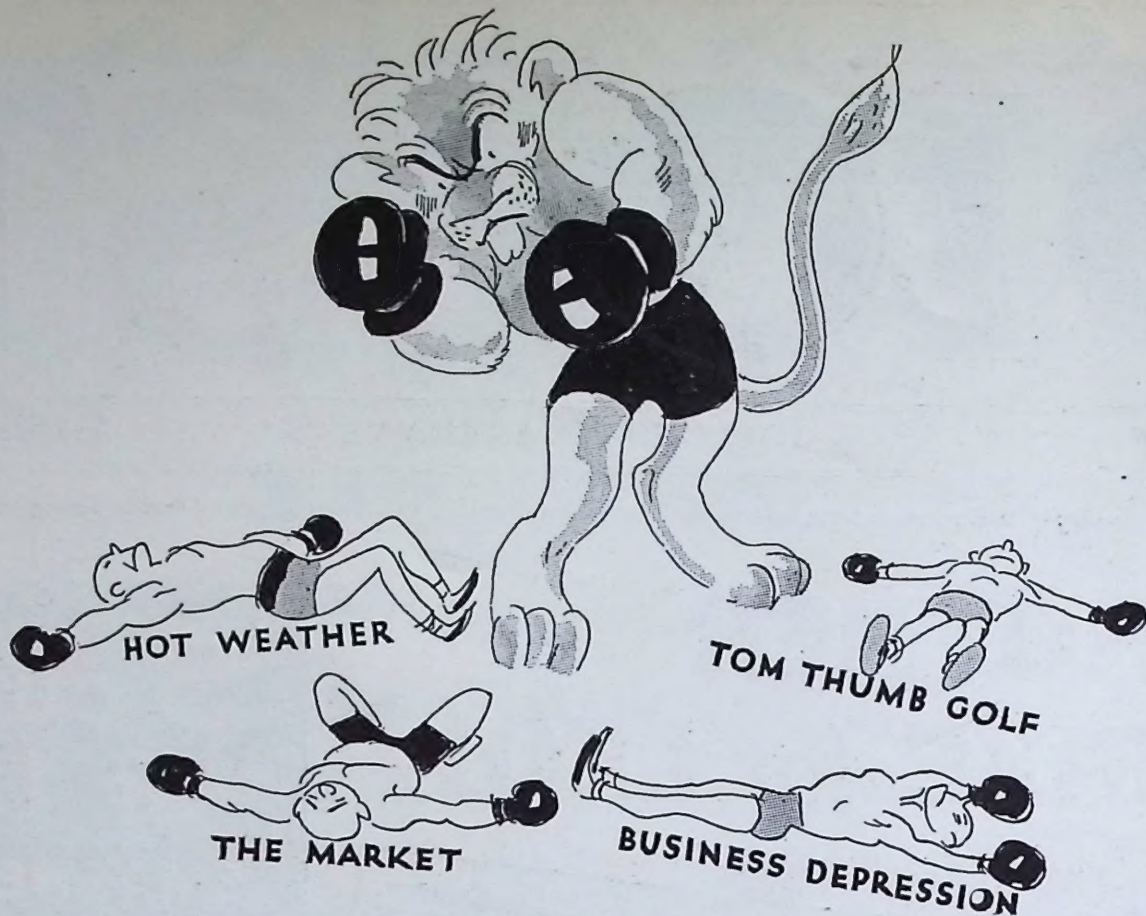
5 OUT OF 18

SMASHES:

ANNA CHRISTIE
CAUGHT SHORT
DIVORCEE
HOLLYWOOD
REVUE
OUR MODERN
MAIDENS

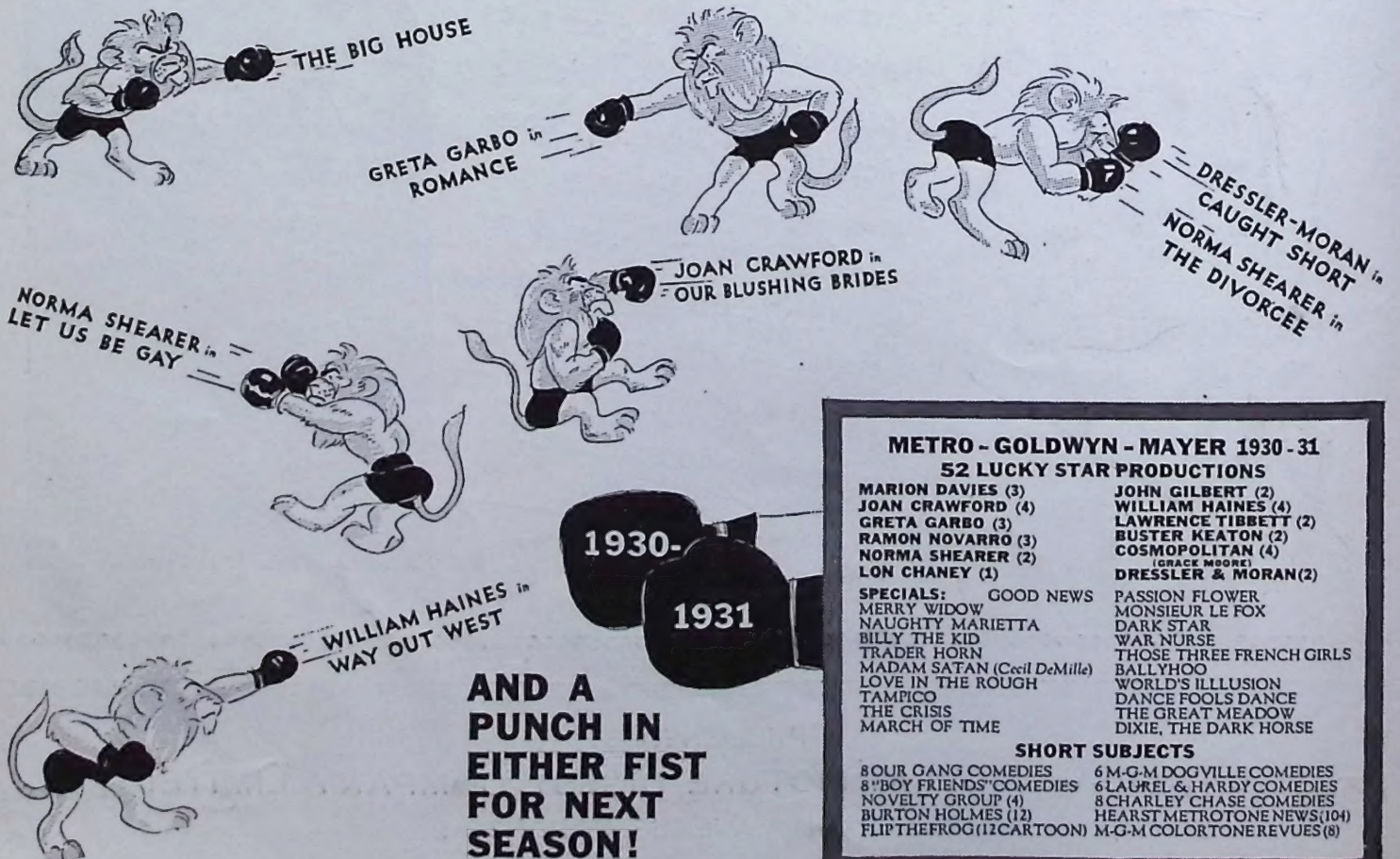
AND THESE WILL BE IN *Variety's* NEXT B. O. REPORT:

THE BIG HOUSE
LET US BE GAY
ROMANCE
OUR BLUSHING
BRIDES
WAY OUT WEST



WHERE WOULD THIS INDUSTRY BE RIGHT NOW—

if it were not for Metro-Goldwyn-Mayer's sensational series of hits!



AND A PUNCH IN EITHER FIST FOR NEXT SEASON!

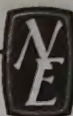
METRO - GOLDWYN - MAYER 1930 - 31 52 LUCKY STAR PRODUCTIONS

MARION DAVIES (3)	JOHN GILBERT (2)
JOAN CRAWFORD (4)	WILLIAM HAINES (4)
GRETA GARBO (3)	LAWRENCE TIBBETT (2)
RAMON NOVARRO (3)	BUSTER KEATON (2)
NORMA SHEARER (2)	COSMOPOLITAN (4)
LON CHANEY (1)	(GRACE MOORE)
	DRESSLER & MORAN (2)

SPECIALS:	GOOD NEWS
MERRY WIDOW	PASSION FLOWER
NAUGHTY MARIETTA	MONSIEUR LE FOX
BILLY THE KID	DARK STAR
TRADER HORN	WAR NURSE
MADAM SATAN (Cecil DeMille)	THOSE THREE FRENCH GIRLS
LOVE IN THE ROUGH	BALLYHOO
TAMICO	WORLD'S ILLUSION
THE CRISIS	DANCE FOOLS DANCE
MARCH OF TIME	THE GREAT MEADOW
	DIXIE, THE DARK HORSE

SHORT SUBJECTS

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FLIP THE FROG (12) CARTOON	M-G-M COLOR TONE REVUES (8)



QUALITY SOUND REPRODUCTION

IN more than 290 "NORTHERN" equipped theatres, from coast to coast, the public is expressing its appreciation of the high quality of sound picture entertainment—through increased box office receipts.

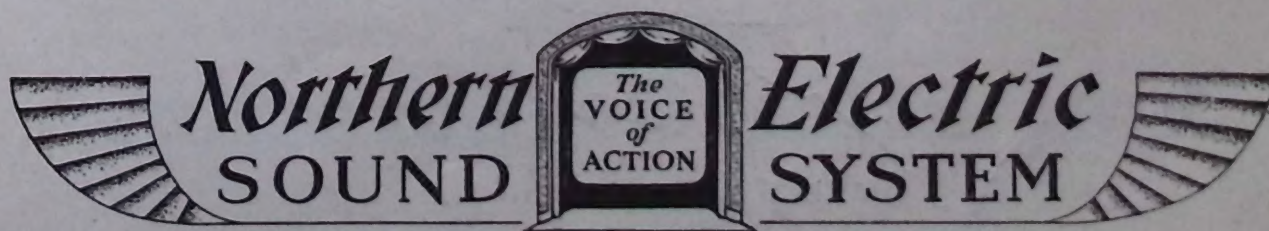
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This is no Idle Boast but a Fact, as Proven
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RAY LEWIS

Editor and Managing Director

Vol. 22, No. 17

TORONTO 2, CANADA

August 23rd, 1930

A Film Committee



OF COURSE we have many Film Committees, but we are here referring to A Film Committee with "A" sounded like the "a" in hay, but not made up of Motion Picture executives, or hayseeds, both would defeat the purpose for which the committee has been formed!

This committee is to be unattached to any producing or distributing unit, one which cannot be bribed by reformers, or chloroformed by Motion Picture anaestheticians, who engage people to render the Industry a service; and then render this service negligible.

A Film Committee which will be brave enough to tell the producers that M-G-M's "Let Us Be Gay" is real Motion Picture Entertainment, even if they did not produce it; and that all producers should study it to solve their production problems.

That "Common Clay," a Fox production which is now showing at the Tivoli, Toronto, and will be held over for a second week, possesses such quality of entertainment, such wisdom in the handling of a twenty-century problem, and such philosophy, that again all producers might to their advantage study the manner in which Censor Boards and censorious people might be educated to accept "strong meat," fit only for adult good digestion without any but good after-effects!

A Film Committee which will inform producers what the public does not want in Motion Pictures, not a code of Morals, but a code in production; and which will present, as a concrete example of what the public does want, pictures which have the quality desired. There are enough of such pictures made for such presentation; and these will effect the cure for all the ills to which this Industry of ours appears to be the heir!

Such a Film Committee would save the Industry from that tragedy towards which it is unquestionably drifting! Many who work at the studios lose their perspective of Public Values and Public Opinion, many know, but for political reasons must remain silent; and these are as useless for service as the Know Alls!

Get outside of yourself for a Film Committee; and for once let it function without any political strings, or influences. Get a group of normal human beings, who attend Motion Pictures; and from this group form your committee.

Normal human beings is here referred to as humans who are not suffering from any inhibitions which express themselves in a frenzied, or hysterical desire to save someone, or something!

Select those who have a sense of humour, a sense of commercial values, but above all ordinary common sense. Such a Film Committee will revitalize our Industry before it goes Dead!



RA



RAY LEWIS

PRESENTS

“**A**TLANTIC” is British and Good, a direct challenge to the propaganda “British and Bad,” which appears to have had such a noticeable circulation, that during the latter end of July, Mr. J. Mander, Liberal Member of East Wolverhampton, made mention of it in the House of Commons, London!

“Atlantic” being British and Good stands like the Rock of Gibraltar, and furnishes the British Empire with a key to World Film Trade, because of the soundness of this film from a quality and entertainment value!

The story is an adaptation of “The Berg” and has been directed by Dupont for British International, and produced at Elstree. Now if one picture, containing the outstanding quality of “Atlantic” can be produced upon British soil, there is no reason why a dozen, or two, or three such pictures of quality cannot be British produced!

“**A**TLANTIC” proves conclusively that Britishers can make box-office Talking Pictures for not only Empire Trade, but World Trade, utilizing their own dominant assets; and employing, as has the United States, such augmented ability as is necessary towards the one objective, Motion Pictures which entertain!

“Atlantic” reveals the tragedy which follows the collision of an ocean liner with an iceberg. The story is obviously inspired by the Titanic disaster. It reveals the life of those who tend the engines, who live for the time being on A. B. C. D. or E. decks, a floating world, with those who inhabit it following their general habits and impulses on board this liner as they do within the citadels of their own dominion, but with this one difference; faced with a disaster which brings them collectively face to face with Death; and makes each one so destined play “a lone hand” with this Joker in the pack; and yet “play the game” with the rest of the fellow players forced into this Death gamble!

Dupont has introduced such poignant incidents of human greatness in man’s weakest moments, that we, who look on, suffer intensely through the revelation. This master-creator removes the very substance of Man’s flesh and bones, leaving him naked in his divinity; and who can look Upon the Face of God and Live?

Can you sense in this reference a conception of the intensity of the scenes as presented in “Atlantic,” when men and women knew that only an hour or two stood between them and “that undiscovered country from which no traveller returns?” Here were men and women playing lightly with love impulses and emotion, Life was one continuous carnival, until they found that The Jester who wore a Fool’s Cap

and rang his merry bells to make them laugh, lost his mask and revealed the Face of Death!

AND here were men and women who took Life so seriously that those loves and ideals with which they lived and through which they expressed themselves, remained unaltered, untouched even when the Surprise of Dying shocked them into sensing for one moment that animal emotion which enjoys just being alive!

The voices of the players in “Atlantic” possess such a richness of tone, such a purity of diction, of enunciation that one hears these voices with that relaxed enjoyment one unconsciously reacted to, when silent pictures brought their delight through their degree of quiet and repose!

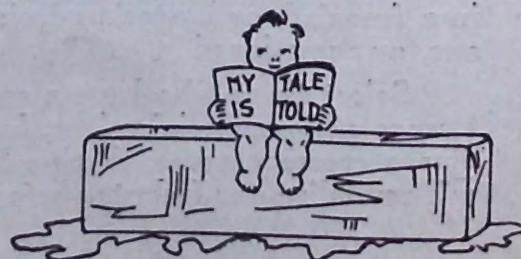
“Atlantic” possesses the ultimate in the assets of Sound as this refers to voice quality and recording. The mechanical requisites, comprising photographic effects, lighting and sets, the dressing, the building up of climaxes are of such substance as one associates with the directorial genius of A. E. Dupont; and the histrionic fame of England.

“**A**TLANTIC” is to be distributed in Canada by Regal Films Limited, it is one of the British pictures which Henry Nathanson especially cabled Sam Smith of London, England, to secure for Canada, the fame of “Atlantic” having already preceded it across the Atlantic.

I am proud of “Atlantic,” of its British spirit and quality. It is the best instrument of propaganda for Anglicizing the British Empire, of making foreign friends for our Empire, which England has released from her shores since the dream of a British Film Industry became a reality!

THE “Nat” Nathanson, whom we reported in last week’s issue as being responsible for £1,000,000 Sound deal in the Phillipines is not the “N. L. Nathanson” from Toronto, but another “Nat” of whom The Digest knew not, as one would say in Shakespeare.

We might have known that “N. L.” could not be concerned with a deal in the Phillipines, since he has an Empire Complex, but The Digest has never accepted “N. L.’s” holidays as just a holiday. However, here is our best wishes to the other “Nat” who must have sent us The Manila Bulletin; and to whom we apologize for not giving him due credit.



News Reels Theatres

The Embassy Theatre, New York, opened November 1, 1929, under an exclusive news reel policy, using Hearst Metrotone News and one other service.

In nine months its total receipts have been \$380,000, an average of \$10,000 a week. Average daily attendance of 5,715 with only 578 seats! Best week, 49,000 admissions, or 7,000 a day.

Sam E. Morris Closes Tremendous Booking Deal

Sam E. Morris, Vice-President of Warner Bros., announces the closing of a tremendous booking deal with the Butterfield Circuit in Michigan whereby the entire product of Warner Bros. and Vitaphone will be shown in the sixty houses comprising that circuit.

The negotiations, which were concluded to-day, were attended by Max Milder, Central Sales Manager, representing Warner Bros., and Edward Beatty, for the Butterfield Circuit.

Grand Theatre Changes

The Grand Theatre, Fergus, Ont., has been leased by Mr. S. Fradella, to Mr. Irving Shulman. Mr. Shulman is the proprietor of the Harriston Movie, Harriston, Ont., which he has operated with great success the last two years. Lower admission price is one of the new policies of the theatre.

Addition Being Made

Work on the new addition to the Kum-C Theatre, Toronto, Ont., will begin shortly. Mr. G. Kinney, builder, was given the contract for the brick and concrete work. Wrecking on the building at the rear of the theatre is now under way by Frankel Salvage Co., Ltd. The new addition is to be one-storey and is to be constructed of brick and steel.

Talking Pictures Shown

From August 11 to the 13th talking pictures of Ford plants were shown at the Ford Show in Casselman. These include pictures of the cars, and how they are made, also how parts are manufactured in mass production, and pictures of the plant.

The talking motion pictures will describe the different processes of manufacture in the Ford plants.

George Grossmith Noted British Actor With M-G-M

George Grossmith, noted British actor-producer, will bring P. G. Wodehouse's famous English earl character to life in the part he plays in "Those Three French Girls" being filmed for Metro-Goldwyn-Mayer by Harry Beaumont.

Grossmith, who made his film debut in "Woman Everywhere," is prominent as a musical comedy star in London where he won outstanding recognition as a pioneer in introducing revue entertainment.

Reginald Denny and Fifi D'Orsay are featured in the comedy film for which Wodehouse supplied the dialogue, and the supporting cast includes Cliff (Ukelele Ike) Edwards, Yola D'Avril, Sandra Ravel, Edward Brophy and Peter Gawthorne.

A Canadian Romance

Marie Prevost, playing a featured comedy role in "War Nurse" at Metro-Goldwyn-Mayer, is the product of a college romance. Her mother and father married while they were still undergraduate students in a Canadian college.

The Park Re-opens

The Park, cosy Fort Rouge theatre, Winnipeg, on Saturday, August 16, re-opened under the management of R. Besler, who has thoroughly redecorated and remodeled the house. The presentations will be all-talkie, and new and high class equipment has been installed. Elaborate acoustical corrections have been made involving an expenditure of a large sum of money. Mr. Besler, a thorough experienced showman, has opened theatres in many western cities and has the reputation of presenting only the best and cleanest pictures obtainable.

New Canadian Theatres

New theatres are being built at Vancouver, B.C., and Saskatoon. Moncrieff and Vistaunet were the successful bidders for the construction of the new theatre on Granville Street, Vancouver. Frederick Guest of Hamilton, Ont., is the owner. The building will cost \$55,000 and will seat 1,251 persons. It will measure 81 by 120 feet, and will be finished in Tyndall stone. With its equipment and furnishings the theatre will have cost \$100,000 before its opening.

Sub-contracts have been awarded for the new Roxy Theatre, Saskatoon, Sask. N. Rothstein, Winnipeg, is the president of the company constructing the house. R. J. Arrand is the contractor. Its dimensions are 50 by 130 feet, brick and tile construction on concrete foundation.

J. C. Boylan Addresses Toronto Kiwanis Club

Captain J. C. Boylan, chief of the Motion Picture Censor Board of Ontario, addressed a meeting of the West Toronto Kiwanis Club, held at Parkdale Canoe Club, Toronto, Ont. He stated that practically all pictures shown in Canadian Theatres are imported from the United States. Mr. Boylan blames this state of affairs to the ownership of chain theatres in Canada by American companies. Captain Boylan said, "Practically all pictures shown in Canada come from United States. They have United States settings, standards, and point of views. Some of these standards are not always of the highest and are detrimental to our youth. The only way to offset this menace is for the parent to know what type of picture his child is going to see before he allows him to attend."

Mr. Boylan said that five American pictures were refused last month, and 631 were to be revised.

"Holiday"

Franklin L. Willis, manager of the Metropolitan Theatre, Winnipeg, is enjoying a holiday in Minneapolis and St. Paul. Oddly enough, when he left town the "Met" was playing the picture by the title "Holiday." Mr. Willis is combining business with pleasure. He will pick up some ideas for use during the new fall season to be launched, together with the new product which will embrace many pleasant surprises for Winnipeg film followers.

H. M. Thomas Directs Changes West for Famous

(Special to Digest from Winnipeg)

IMPORTANT changes, which will more firmly establish the importance of Winnipeg in the Western Canada theatrical field, are announced by H. M. Thomas, Western Division Manager of the Famous Players Canadian Corporation. The changes were effective, Monday, August 18.

In order to bring about more intensive development of each district in Western Canada, the Western territory has been divided into districts.

Lloyd Dearth, formerly manager of the Capitol Theatre, Vancouver, B.C., has been appointed manager of the district comprising Eastern Saskatchewan, Manitoba and Ontario, east to the Great Lakes. Mr. Dearth has had extensive experience both in vaudeville and pictures. His headquarters will be in Winnipeg.

In the Winnipeg district, Charles Weiner, who has been manager of the Winnipeg theatre since its re-opening, will now become district booker of films. As former head of a film exchange branch he is sufficiently experienced to select the suitable programs for each of the houses under his jurisdiction.

The change in the managership of the Winnipeg theatre brings "Mike" Goodman back to Winnipeg. As manager of the Winnipeg, Mike will renew the many acquaintances made during his season as master of ceremonies with the Capitoliens.

Another change in the district is announced in the appointment of E. A. Retallick as manager of the Strand and Capitol Theatre in Brandon, Man. Mr. Retallick, who will replace A. G. Ritchie in Brandon as a well-known Winnipeg newspaperman, long identified with the amusement business as critic and publicist.

C. A. Crawford Killed

C. A. Crawford, Westlake, Alberta, motion picture operator and photographer, was killed instantly when his auto swerved off the road and upset in the ditch, near Reviere Que Barre, Alberta. Mrs. Crawford escaped unhurt but Mr. Crawford was instantly killed.

London's News Reel Theatre Berlin and Paris May Follow

THE second News Reel Theatre in the world was successfully opened in London, England, August 18th, according to a cablegram received by Truman H. Talley, general manager of Fox Hearst Corporation, from W. J. Hutchinson, managing director of British Movietone News, sponsor of the enterprise.

The British press, as a whole, hailed the new venture, the idea of which had its origin in New York where the Embassy News Reel Theatre has been operating with sensational success for almost a year.

The London News Reel Theatre, as the new enterprise will be known, will follow the identical policy of its New York forerunner, presenting a fifty minute program of news reel subjects gathered by the contributing news reels all over the world, with a moderate admission price.

ALTHOUGH the theatre did not open its doors for its first show until evening and then only to an invited audience of newspapermen and other dignitaries and public figures, a long queue formed at the box-office at noon in order to gain admission to the second performance of the opening evening.

The initial program of fifty minutes of the latest news reel clips was gotten up under the direction of Mr. Hutchinson and Gerald Sanger, who will be the editor of all future programs. Edwin L. Harvey, managing editor of Fox Movietone News and editor of the New York News Reel Theatre, assisted in the preparation of the presentation.

THE London News Reel Theatre is located on Shaftsbury Avenue, just off Piccadilly Circus, the "Times Square" of London, on a site selected after a thorough survey of the city for the most practical location for theatrical venture of this nature.

According to Mr. Hutchinson's cable the theatre got a tremendous send-off and has been packed at every performance since it opened with hundreds being turned away.

ON whether further internationalization of the News Reel Theatre idea will continue there is no definite information and rumors of other openings of enterprises of this nature in Berlin and Paris have not been confirmed.

Sound Equipment for Every Requirement

Motiograph Sound Projectors—Complete Model H Motiograph Projector with Cylindrical Rear Shutter and Low Intensity Reflector Arc Lamp, with Massive Sound Base with Driving Motor and Cushioned, Filtered Turntable, and with Sound Track Head Assembly. Built in one complete, compact, convenient, capable unit.

Supreme Track Heads and Turntables for Powers or Simplex Projectors. Excellently machined, perfectly designed, easily attached, perfect results on track or disc. Built by engineers to exacting requirements.

Celco Junior Equipment with Supreme Track Heads, and Turntables, Vocalite Sound Screen, Operadio Speaker, Operadio Main Amplifier, Operadio Faders, and Operadio Head Amplifiers, complete with Batteries, Tubes, etc., \$3,750.00.

Celco Senior Equipment with Operadio Amplification, complete and Motiograph Sound Projectors, Vocalite Sound Screen and accessories, \$7,000.00.

Ask for full particulars of our time payments.

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Show Business



Manager Joe Bolinsky made certain that the whole countryside knew about it when he re-opened the Capitol Theatre, Paris, Ontario, after substantial alterations. He flew a 12-foot captive balloon from which was suspended a 20-foot pennant bearing the name of the theatre and the re-opening date. A cloth banner was stretched across the main thoroughfare; 500 tack cards and 250 half-sheets were used within a radius of 10 miles; he secured a special section in the local newspaper and helped to obtain general advertising for this feature, while embossed invitations were sent to prominent officials to attend the first performance. On the night of the opening, a 30-piece band headed a procession to the theatre for the ceremonies in which the mayor and others took part. The opening attraction was "The Social Lion," the first talking feature for the house.

With the presentation of "The Man From Wyoming" at the Capitol Theatre, Montreal, starting August 15th, Manager Harry Dahn adopted the policy of inserting French sub-titles in talking features for the benefit of French-speaking patrons. Dahn has catered to the French customers in various ways. He has added French talking comedies to the regular bill and recently he offered an all-French film program, headed by the feature "Le Trou dans le Mur," which enjoyed fair success.

Members of the Montreal Moving Picture Operators Local No. 262 held a moonlight excursion on the St. Lawrence River at midnight, Friday, August 14, for the purpose of raising funds for sick and unemployed operators. Jerry Shea, orchestra director, and musicians donated their services.

Labor officials of Ottawa, Ontario, are being criticized for not engaging a band for the annual Labor Day sports in view of the general unemployment among theatre musicians. The Labor Day committee declined because of the expense.

Mr. Edgar Stone, of the Ontario Moving Picture Bureau, who was the director of Hart House Theatre, Toronto, Ont., for 1929-30, has been re-appointed to this position.

Donat Paquin, proprietor of the Francais and Laurier Theatres, Ottawa and Hull, Quebec, respectively, has branched out into the automobile business, having been appointed local distributor for the Auburn and Cord cars.

A passenger on the R-100 British Dirigible, representing the Canadian Government, was F. W. Badgley, director of the Canadian Government motion picture studio at Ottawa. Sound pictures were taken aboard the big airship.

"All Quiet on the Western Front" has been booked to open the fall season simultaneously at the Regent and Imperial Theatres, Ottawa, which are under the joint management of Ray Tubman.

ILEX Lens

Instant change over from disc to sound film or vice versa maintaining same size screen covering.

THE Ilex Dual Focus Lens, because of its correctly balanced optics, is the first and only projection lens ever successfully designed that permits the changing of the equivalent focus without destroying sharpness of definition or any of the other optical qualities.

This amazing accomplishment is the outcome of the united efforts of optical and mechanical engineers.

The unique combination of optics and mechanics enables the projection machine operator of talking movies to give a smooth, faultless performance.

Sound-on-film projected to cover same screen area as Standard silent film.

Images held in true proportion without distortion.

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Toronto - Montreal - Winnipeg

Henry A. Morton, owner of the Garrick and Rialto Theatres in Winnipeg, and who sold out five of his Winnipeg houses one year ago to Famous Players Corporation, is proud of the fact he has opened with success a new house in Saskatoon, Sask., The Tivoli. Fred W. Crosbie, well known in film circles throughout Canada, is manager.

Round About the Studios



Albertina Vitak, soloist dancer in the Albertina Rasch Ballet, will be seen in "The March of Time" for M-G-M.

Production started last week on the Spanish version of "Mr. Wu," with Nick Grinde, American director born in Barcelona of American parents, directing, and Ernesto Vilches, Spanish stage star who played the same role in Spain, as Mr. Wu. Jose Crespo, who recently scored in "Olympia," when it was produced as a Spanish film at the Metro-Goldwyn-Mayer studios, and many other Spanish players are in the cast. The original play is by H. M. Vernon and H. Owen. The adaptation is by Frances Marion, and the dialogue and continuity by Madeleine Ruthven.

In preparation for the forthcoming increased production activity (foreshadowed recently) at the Gaumont-British studios at Shepherd's Bush, the acquisition of high-class stories and subjects proceeds apace.

The latest Gaumont purchase is "The Road of Poplars," a play by Vernon Sylvaire, author and playwright.

"The Road of Poplars" won first prize in a competition organized by "John O' London's Weekly" for short, one-act plays, the judges in the competition being R. C. Sherriff, Cedric Hardwicke, Sybil Thorndike, Geoffrey Whitworth and G. W. Bishop.

In keeping with Columbia's plan for greater and more pretentious production activity, the company has secured the services of some of the most outstanding directors in the industry.

Included in Columbia's imposing directorial staff are: Frank Capra, Lionel Barrymore, Victor Fleming, John Blystone, Howard Hawks, and John S. Robertson.

Norma Talmadge, Gloria Swanson and Eddie Cantor have completed their newest pictures, and United Artists will be releasing them within the next few months.

Universal has been actively preparing for the screen version of "Dracula," which Tod Browning will produce. Louis Bromfield, the novelist, is making the adaptation.

One of the most important motion picture contracts consummated in sometime went into effect yesterday when Metro-Goldwyn-Mayer announced that Frederick Lonsdale had been signed to write exclusively for their studios. The contract, it was stated, negotiations for which have been under way for some time, is for a long-term and will make certain that the work of the famous playwright will have a marked effect on the talking screen.

It was Frederick Lonsdale who gave the legitimate stage such outstanding successes as "Spring Cleaning," "The High Road," "Last of Mrs. Cheyney," "Monsieur Beaucaire," and other popular dramas. For many years he has been a vital influence in the theatrical world and is recognized today as one of the theatre's greatest playwrights.

"The Squealer," a tense underworld drama, featuring Jack Holt and Dorothy Revier, is Columbia's second August release. Harry Joe Brown directed the production which has an unusually large featured cast, comprising of Davey Lee, child star, Matt Moore, Zasu Pitts, Robert Ellis, Matthew Betz, Arthur Housman, Louis Natheaux, Eddie Kane and Eddie Sturgis.

"The Squealer" is an adaptation of the Broadway stage sensation of the same name.

William Bakewell, who created a sensation in "All Quiet on the Western Front," has won an important role in "Dark Star." He has been cast by Metro-Goldwyn-Mayer for the juvenile lead in this adaptation of Lorna Moon's novel, which George Hill is directing with Marie Dressler, Wallace Beery, Dorothy Jordan and Marjorie Rambeau in the cast.

"Madam Satan" is Jeanie Macpherson's thirty-ninth screen story for Cecil De Mille, Metro-Goldwyn-Mayer producer-director. This is believed to constitute a record for number of scripts furnished a single director by one writer.

An absolute replica of the famous smithy at Penshurst, Kent, has been built at the Gaumont-British studios for "Thread O' Scarlet," a new "talkie" melodrama which Peter Godfrey, the young Gate Theatre dramatist, is directing.



Dorothy Revier and David Newell in a scene from Columbia's all-talking mystery "Murder on the Roof."



Grace Moore, Metro-Goldwyn-Mayer operatic star, portrays the role of "Jenny Lind" in a vivid drama of that name.

James Cruze, one of the big outstanding figures in the motion picture industry, has been signed to a long term contract to produce and direct pictures for Tiffany Productions, Inc., according to an announcement made by Grant L. Cook, Executive Vice-President of the company.

James Cruze is one of the directorial masters of the industry. "The Covered Wagon," "Old Ironsides," "The Red Mark" and "The Great Gabbo," all Cruze productions, have taken their place among the best pictures of all time.

Basil Rathbone is the final choice of John Stahl to play, the very important role of Carl in "A Lady Surrenders," adapted from John Erskine's novel, "Sincerity." This completes a very interesting cast, consisting of Genevieve Tobin, Conrad Nagel, Rose Hobart, Carmel Myers, Franklyn Pangborn and Edgar Norton.

Michael Vavitch has been signed by Metro-Goldwyn-Mayer for the role of chief surgeon in "War Nurse," which Edgar Selwyn is directing after an adaptation of the popular best-seller. Vavitch will be remembered for his character roles in "Call of the Flesh," "The Gaucho" and "Woman Disputed," as well as in many other films.

"Night Work," Eddie Quillan's latest Pathe vehicle, is having its premiere on the West Coast, just in reverse of the first engagements of "Holiday" which had its initial run at the Rivoli in New York City.

"Night Work" opened at the RKO Theatre in Los Angeles and is currently playing at the Orpheum Theatre, Tacoma; the Orpheum Theatre, Portland; and the Granada Theatre, Lewiston, Idaho; and in the past week played the Golden Gate Theatre in San Francisco.

The juvenile lead in "Lightnin'," starring Will Rogers, will be played by Joel McCrea, borrowed by Fox Films from RKO. Some unusually beautiful sets are being created for this screen adaptation of John Golden's stage play in which Rogers will have much to say anent the Reno divorce colony.

For Twenty-Five Years Pathe Comedies Have Led the Entire Field

The great feature stars of today were PATHE COMEDY players of yesterday — PATHE picks the best and the public approves the choice with fame and fortune.

PATHE Directors, Authors, and Composers are natural-born Creators of snappy gags, high powered puns, hot numbers, graceful melodies and toe-tickling tunes, all in grand ensembles of gorgeous girls surrounding comedy stars whom the Gods destined to make the whole world laugh.

Believe it or not — the public knows this and what the public knows is reflected — every day — in the cash receipts.



**Pathe Comedies are
distributed in Can-
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**and for 1930-31
Pathe is farther
ahead than ever
before.**

RAINBOW COMEDIES

Fast and furious in all the colors of the rainbow, with a pot of gold for the exhibitor who shows them.

WHOOPEE COMEDIES

Young America makes joy unterrified and undefiled.

MANHATTAN COMEDIES

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